

Message Text

UNCLASSIFIED

PAGE 01 MANILA 00934 191045Z

12

ACTION EB-07

INFO OCT-01 EA-09 ISO-00 /017 W
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R 190837Z JAN 76

FM AMEMBASSY MANILA

TO USDA/FAS/WASHDC

INFO SECSTATE WASHDC 1321

UNCLAS MANILA 0934

FOR FITZSIMMONDS/F&V/IMD

REF: FASTO 11

TOFAS 18. 1. THERE IS ONLY ONE BRAND OF BEER IN THE PHILIPPINES,
SAN MIGUEL WHICH IS BREWED BY THE SAN MIGUEL CORPORATION.

2. SAN MIGUEL HAS USED HOPS EXTRACTS EXCLUSIVELY FOR THE PAST FIVE
YEARS. ACCORDING TO SMC, IT IS MORE ECONOMICAL TO USE EXTRACT AND
EXTRACT CREATES A SMALLER STORAGE PROBLEM. THEY IMPORT DIRECT AND
CURRENTLY OBTAIN MOST OF THEIR NEEDS FROM YAKIMA.

3. I HAVE DISCUSSED THE PROPOSED VISIT WITH NICOLAS MONTENEGRO,
MANAGER OF THE SMC BREWERY DIVISION AND HE WOULD BE PLEASED TO
MEET WITH THE TEAM.

4. APPROVAL OF THE PROPOSED AGREEMENT GRANTED.

5. GIVE US TRAVEL DETAILS AS SOON AS AVAILABLE. BELIEVE THAT ONE
DAY IN THE PHILIPPINES WOULD BE SUFFICIENT THIS TYPE VISIT.

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NNN

Message Attributes

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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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